

Ensuring the Maximization of Strategic Brand Value

# Managing Organizational Image and Brand Related Risks

2 Week Training Workshop

- ✓ **Assisting Strategic Decision Making**
- ✓ **Assuring Achievement of Set Objectives**
- ✓ **Maximizing Profits through Taking Calculated Risks**
- ✓ **Failure Proofing Methods**
- ✓ **Reducing Legal Liability**
- ✓ **Risk Knowledge System**

## Program Overview

This program provides the participant a range of practical skills to analyze and understand organizational image and brand risk management needs. It also helps devise strategies for the fulfillment of knowledge and skill requirements of the participant's department/organization.

Participant will take away a detailed understanding of the step-by-step methodology for preparing a corporate/departmental strategic organizational image and brand risk management plan.

## PROGRAM CONTENT

1. Understanding organizational image and brand risk management
2. Organizational image and brand risk management vocabulary
3. Understanding the organizational image and brand business environment and context
4. Comprehensive identification of known, emerging and hidden organizational image and brand risks
5. Determining organizational image and brand risk appetite
6. Analyzing the organizational image and brand risks
7. Evaluating the organizational image and brand risks
8. Preparing organizational image and brand risk treatment recommendations
9. Approved organizational image and brand risk treatment plans
10. Analyzing the residual risks after treatment plan
11. Preparing an organizational image and brand risk control plan
12. Controlling the organizational image and brand risks
13. Management reporting of organizational image and brand risk status
14. Coordinating with & consulting stakeholders

15. Getting management commitment for organizational image and brand risk management
16. Setting up and using an organizational image and brand risk management team
17. Setting up a good management system framework of organizational image and brand risk management
18. Setting up a organizational image and brand risk management knowledgebase
19. Personalized organizational image and brand risk management assignment/workshop
20. Setting up Early warning system to Provide Decision Support Data
21. Workshop Case Studies 1
22. Workshop Case Studies 2
23. Program Recommendations
24. An Individualized Action Plan for each Participant.

#### **Program Outcomes and Take-Away/s**

Euro Training is in the business of providing practical useful training programs. Programs that

1. Help the participant implement improvements in his organization.
2. Help the participant gain Multi-discipline understanding of the issues so that he can incorporate the needs and expectations of all his stakeholders/ customers in his improvement proposals and actions.
3. Help build a knowledge framework in which job related experience can be caught and remembered as his experience.

**Typical participant will take away a personalized action plan** for himself, his business unit or his organization on how to apply the program contents to improve performance. The action plan may have two components:

1. A Personal Action Plan
2. A Business Unit/Organizational Action Plan

#### **Benefits to Organization**

Sending participant/s to this program will benefit the organization in the following ways

1. Quickly makes the participants competent, effective and productive on his job. Useful especially for
  1. Training New employees
  2. Competency Building in Existing Employees Transferred to a New Assignment
  3. Training Prior to a New Project or Initiative Planned in the Organization
2. Create Competency in the employee to perform his job well. including in relation to
  1. Relevant Technical Knowledge, Skills and Competencies
  2. Organizations' Strategic Objectives
  3. Needs and Expectations of the Stakeholders/ Customers (internal & external)
  4. Good Management Practices
  5. Identifying opportunities to Exceed Stakeholder/ Customer Expectations
3. Create a pool of trained manpower who can cost-effectively disseminate the knowledge to large number of employees inside the organization. This is made possible by Euro Training's unique easy to understand and use methodology based on Checklist & Quality Assurance Approaches.
4. Euro Training Instructors often act as mentors for your trained employees. A most effective way to ensure effective competency development and application by your motivated staff. We do have consultants available across Americas, Europe, Asia and Africa (Please inquire about our post program mentoring plans)

### Participant Individual Career Benefits

1. You gain a multi-discipline understanding of the issues. Meaning when you make proposals and decisions on your related job you will keep in mind the needs and expectations of ALL the stakeholders/ customers (internal & external)
2. The action plan you take away will help you make a difference in your business unit or organization. This difference when added to your resume will make you a prime candidate for career advancement in your own organization or in your next job/s.
3. Understanding and acting with understanding of the Needs and Expectations of your stakeholders/ customers is known to enhance Job Satisfaction and reduce Monday Morning Blues.
4. As one of your stakeholders/ customers is Executive Management, therefore the program ensures you will know the Strategic Imperatives that Drive the Organization's Efforts in your relevant job area. In the process enabling you to make a leadership contribution.

### This Program is Intended for...

**Those new to the field** take away a good multi-discipline understanding of the issues involved in the program works. It helps them become productive quickly and builds in them a knowledge framework that will help identify, understand, classify and remember on the job experiences in his memory.

**More experiences participants** take-away an individualized action plan as mentioned elsewhere in this technical sheet.

**Implementation Teams:** This program can be used to train implementation teams where...

1. a new project or initiative being started in your organization
2. a new strategic focus is being initiated
3. just prior to a Consultant being hired to advise the organization.

Each participant will take away a memorable and potentially life changing experience from the program.

### Registration Recommendations

**Team Nominations:** Since the program aims to ensure the participants have his individualized improvement plan at the end of the program, and foreseeing the effort involved, anticipating resistance and implementation requirements it is recommended that the organization nominate **at least two participants together** (three will be more desirable to allow for attrition) for this program.

It is anticipated that these 2 or more participants will work together as a team or provide mutual support in order to implement the action plan.

**Single nominations** will also be accepted for the program. Single nominations are typically used to:-

1. Develop personnel skills in Critical Skills and Methodologies covered in this program.
2. Audit this program for deciding its content and methodology's effectiveness in meeting your organizational needs
3. Train individuals for Leadership Roles in Business unit or department. Here this program will help the participant coach and lead his team in these Critical Skills and Methodologies. (Program does not typically cover coaching skills but provides the related technical understanding in an easy to communicate manner.)

### For Latest Program Schedule Email:

xrm977@EuroTraining.com

[www.eurotraining.com/bro/xrm977.php](http://www.eurotraining.com/bro/xrm977.php)

## REGISTRATION INFORMATION

1. To register: Please send us an official letter confirming registration (on organizational letterhead or Authorized Email).
2. Program Fee is
  - o USD \$8,900 per participant and includes Course Materials, Certificate, Refreshments and Lunch. (Fee at London, Paris and Kula Lumpur is \$9,790 per participant)
3. Accommodation & Taxes/VAT (if applicable) is not included in Program fee. Special rates will be available at venue hotel for the participants.
4. Special discount of 10% is offered for participants who pay their fees at least 45 days before start of the program.
5. Refund will not be considered where the participant cancels his registration less than 3 weeks before start of the program. Alternate nominations will be allowed anytime before program start.
6. All participants are required to fill in Participant Information form - on first day of the program. Each program Undergoes Customization to Better Meet Participant Present and Future Career Needs. Please be prepared to let the Instructor/s know about your organization's Special Needs, Interests or Initiatives.
7. It is always useful for participants to bring their existing problems or case studies, work-process flow charts or job related problems for discussion - consideration will be at sole discretion of the program director/s.
8. Provisional Registration: You can make a provisional registration by sending us an email – an official registration request can be made within 2 weeks. This will ensure we will reserve a seat. All provisional registrations automatically cancel 2 weeks before program start.
9. Please note: No Live Voice Requests for Registration or Provisional Registrations.

## REGISTRATION FORM

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<b>Program:</b>	<b>Managing Organizational Image and Brand Related Risks Training Workshop (XRM977)</b>
Location Where Attending:	
Program Dates:	
Whether Participant will Consider Alternate date if one requested is not available:	
Participant Name Prefix: Mr./Ms./Mrs.	
Participant Name:	
Participant Job Title:	
Participant Department & Section:	
Participant Employer/ Company:	
Participant's Present Job Responsibilities:	
Participant Email Address:	
Participant Mobile Number:	
<u>Sponsored by:</u>	
Sponsoring Company:	
Job Title of Sponsoring Authority:	
Name of Sponsoring Authority:	
Email of Sponsoring Authority:	
Fax of Sponsoring Authority:	
Telephone Nos. of Sponsoring Authority:	
Web Site of Sponsoring Company:	
Invoice Reference:	
Invoicing Address:	